

WBTV Charlotte, NC

Significant Issues and Responsive Programming January 1, 2006 – March 31, 2006

METHODOLOGY:

Following are the categories of issues/concerns determined by WBTV to be of significance in the service area. Issues were determined through discussions with community leadership, viewers and concerned citizens. Topics were also generated by formal news department surveys conducted between newscasts. Results are shared with viewers that day.

Programming listed by category in this report is intended to be representative of coverage. Applicable CBS/network programming is attached by hard copy. All responsive local programming produced outside the already dedicated newscasts is aired in prime access time periods.

SIGNIFICANT ISSUES:

A. Public Safety

Daily reports on crime by neighborhoods, it tells the community where major crime is happening. Wrong-way drivers have been a big problem recently, drivers getting on the expressway headed in the wrong-direction, several times causing fatal accidents. Teen drinking & driving has also been a big issue WBTV News has covered. WBTV has been working closely with the District Attorney's office on the length of time it takes to charge someone for a crime. There was an instance where a suspect was in the hospital being treated for injuries from his drunk-driving accident, by the time the Police charged him he had been released from the hospital and disappeared. Also looked into street lights on Interstate 277, lights have been out for years, why have they not been fixed?

B. Economy

We continued our almost daily coverage of the US Airways bankruptcy problems. 5700 residents of our community are employed by the airline. The increase in gas prices has been a focal point of coverage with emphasis on how public safety organizations have had to cope with costs not budgeted. WBTV covered the CIAA Basketball Tournament and the economic impact it had on the Charlotte market. We also covered the light-rail project; commuter train lines are currently being built along the South Blvd. corridor.

C. Social; Human Services

Covered schools issues: gangs, discipline problems, and a specific incident of an inappropriate teacher/student relationship. Following closely the search for a new Superintendent of the Charlotte Mecklenburg School system.

Produced a week long series called "Protect Me Week". This week concentrated on the different ways our viewers can protect themselves from violent crime, property crime, and identity theft. The week culminated by teaming up with a company that provided free shredding services to any viewer that brought their personal items to various locations around Charlotte.

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PROGRAMS/PROGRAM SEGMENTS CITED IN THIS REPORT

WBTV NEWS REPORTS - Daily coverage of issues. Newscasts are scheduled Monday-Friday, 5:00 a.m., 5:30 a.m., 6:00 a.m., 12 Noon, 5:00 p.m., 5:30 p.m., 6:00 p.m., 11 p.m.. Saturday 6:00 p.m., 11 p.m.. Sunday 6:30 p.m., 11:00 p.m. (all newscasts are 30 minutes.)

A 10:00 p.m. Newscast is also produced for another local station (WJZY) 7 days a week.

WBTV NEWS 3 AT NOON SEGMENT - Increased daily 2-minute live segment dedicated to local community projects and issues to 3 minutes. Topics range from downtown development to charity fundraisers to children's issues. Special guests appear daily to discuss with WBTV anchors.

3 ON YOUR SIDE – Focused beats assigned to key anchors with demonstrated viewer benefit.

Topics include:

A. HEALTH BEAT

Tonia Bendickson tackles current health issues targeted at key viewers. Parenting stories and those affecting the children in the community are also Tonia's focus.

B. GOVERNMENT

Paul Cameron covers not only City Hall, also any legislative issue that impacts viewers.

C. PERSONAL SAFETY

Maureen O'Boyle looks at issues that relate to personal safety and community security.

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WBTV SPECIAL PROGRAMS AND PROJECTS

Began campaign in December promoting upcoming UNCF telethon scheduled to air on WBTV January 7, 2006.

Began campaign in December promoting upcoming WBTV Blood Drive on January 12, 2006.

Arts and Science Council – campaign to encourage citizens to donate resources to the help preserve the arts in our community – designed to support annual fund drive, which completed in February.

African American Cultural Center – ran series of promotional announcements in recognition of Black History Month.

Go Red for Women Luncheon /American Heart Association –campaign to encourage citizens to donate resources to create awareness, educate and conduct research on women's heart health.

PSA Schedules in place 1st Quarter 2006:

- Paws with a Cause PSA
- Cardiac Arrest/Defibrillation PSA
- Carbon Monoxide PSA
- Human Development PSA
- Drunk Driving PSA
- Father Involve PSA
- Partnership for a Drug Free Carolinas PSA
- ALS Foundation PSA
- United Way PSA
- Smoking PSA